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Kick-Off 2006*

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SIMPSON ROAD REDEVELOPMENT PLAN UPDATE

Strengthening Neighborhoods Street by Street



MEETING OVERVIEW

Purpose: To explain the goals of the Simpson Rd. Redevelopment Plan Update project and to receive public input.

Agenda:

1.0 Overview of the Project

2.0 Initial Observations of Project Area

3.0 Rotating Roundtable Discussions (20 minutes)

4.0 Preference Survey

5.0 Next Steps

Adjournment

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THE PROJECT PURPOSE

“The identification of the most recent needs and development trends so as to provide updated recommendations for the Simpson Road corridor area in terms of land use, zoning, urban design, transportation, housing, and economic development, including market analysis requirements of the DOP and of the City.” *RFP document (FC-6005007971)*

Project Goals:

- To insure a meaningful and comprehensive dialogue and hands on involvement with the community and stakeholders
- To research and make available the most current data available for proper recommendations and decision making
- To provide an exhaustive identification of the issues and opportunities affecting the Simpson Road community
- Development of sound recommendations and/or policies necessary to improve the quality of life for residents
- The creation of sound implementation programs that will achieve meaningful change within the Simpson Rd. community
- The development of a plan document that will serve as a major guide for current and future physical, economic and social decision making

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PROJECT APPROACH

- Research and Analysis
- Community-Wide Visioning (Charrette)
- Housing & Economic Development Focus Groups
- Preliminary Findings & Recommendations
- Land Use & Zoning Action Plan
- Final Plan Document Presentation & Final Revisions

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THE PROJECT TEAM

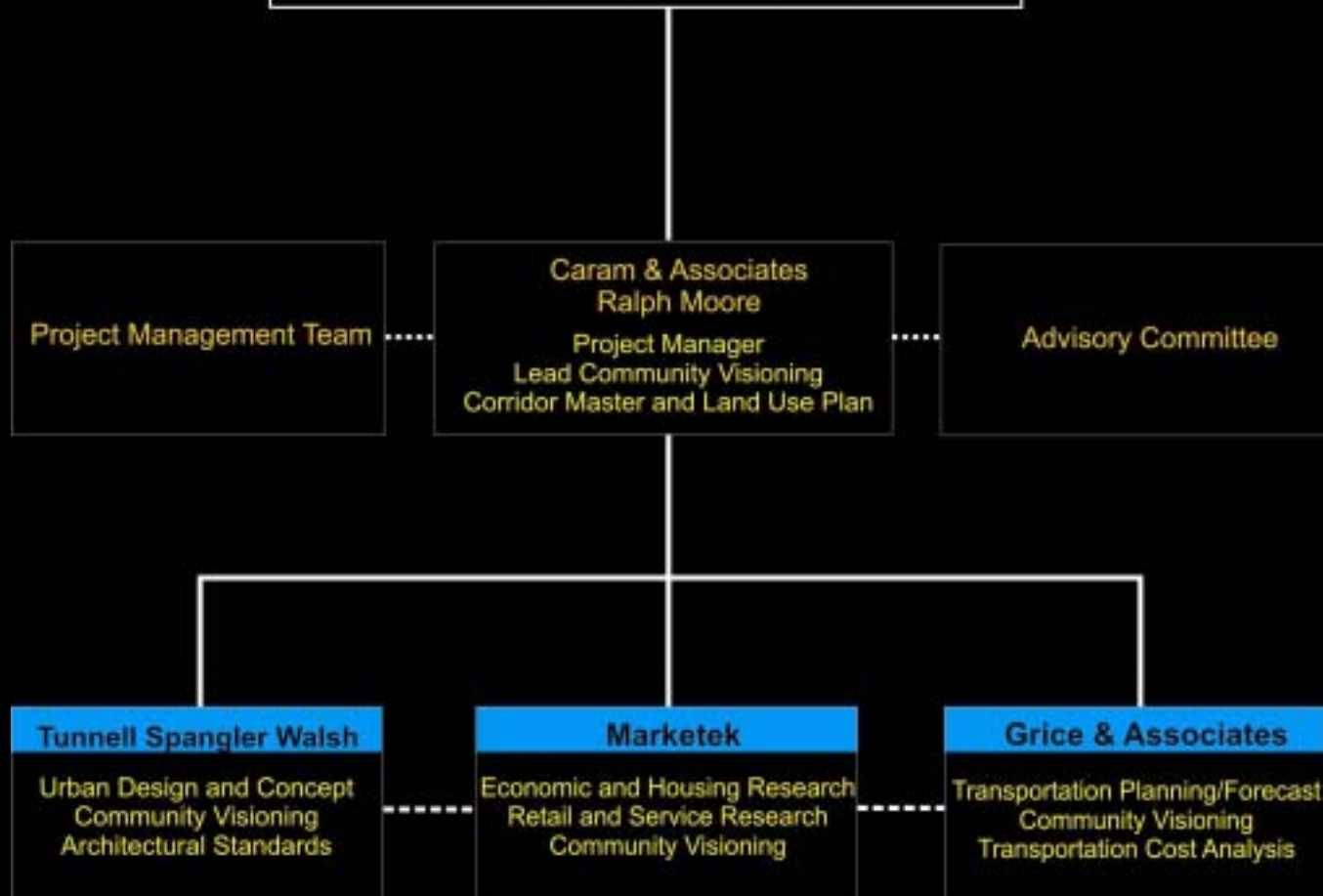


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- Over four (4) miles long – 2.1 square miles
- Abandon and dilapidated buildings
- Recent new housing construction and rehabilitation
- Interconnected street structure allows access to neighborhood and amenities
- Access to downtown and other services
- Limited retail and commercial services
- Definable neighborhoods



GENERAL INITIAL OBSERVATIONS Activity Nodes

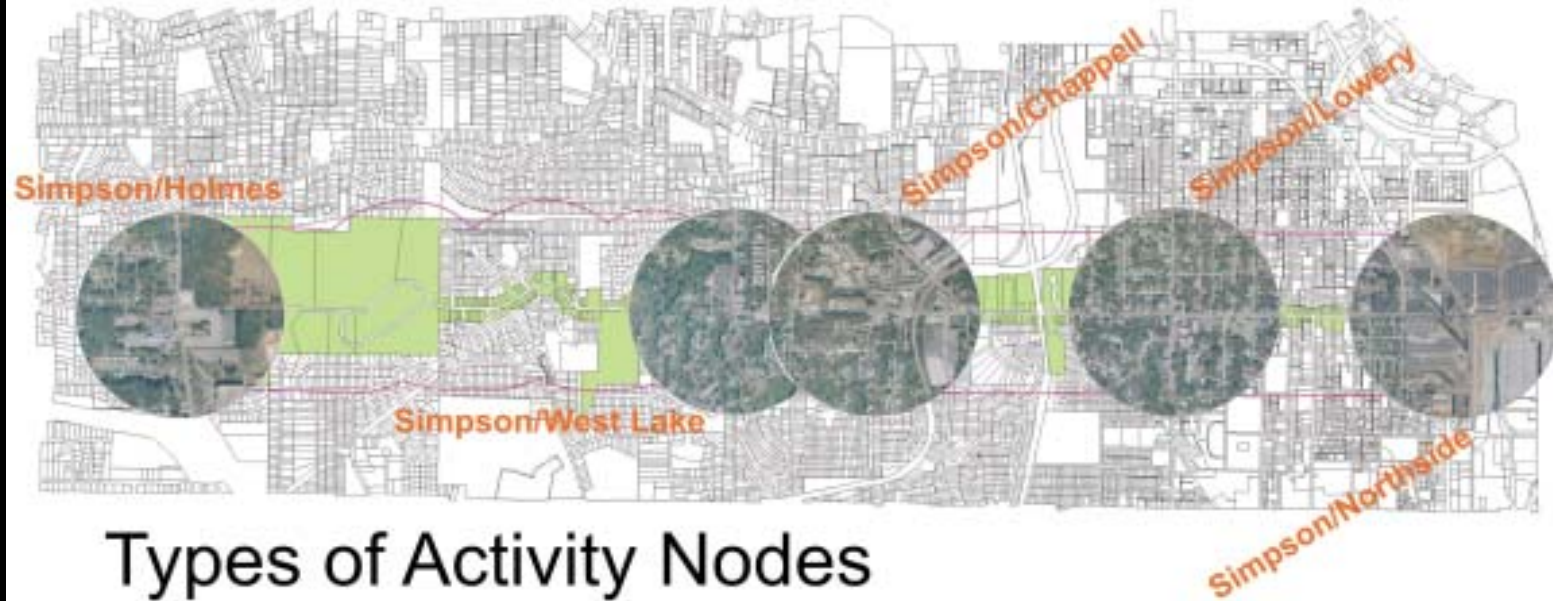
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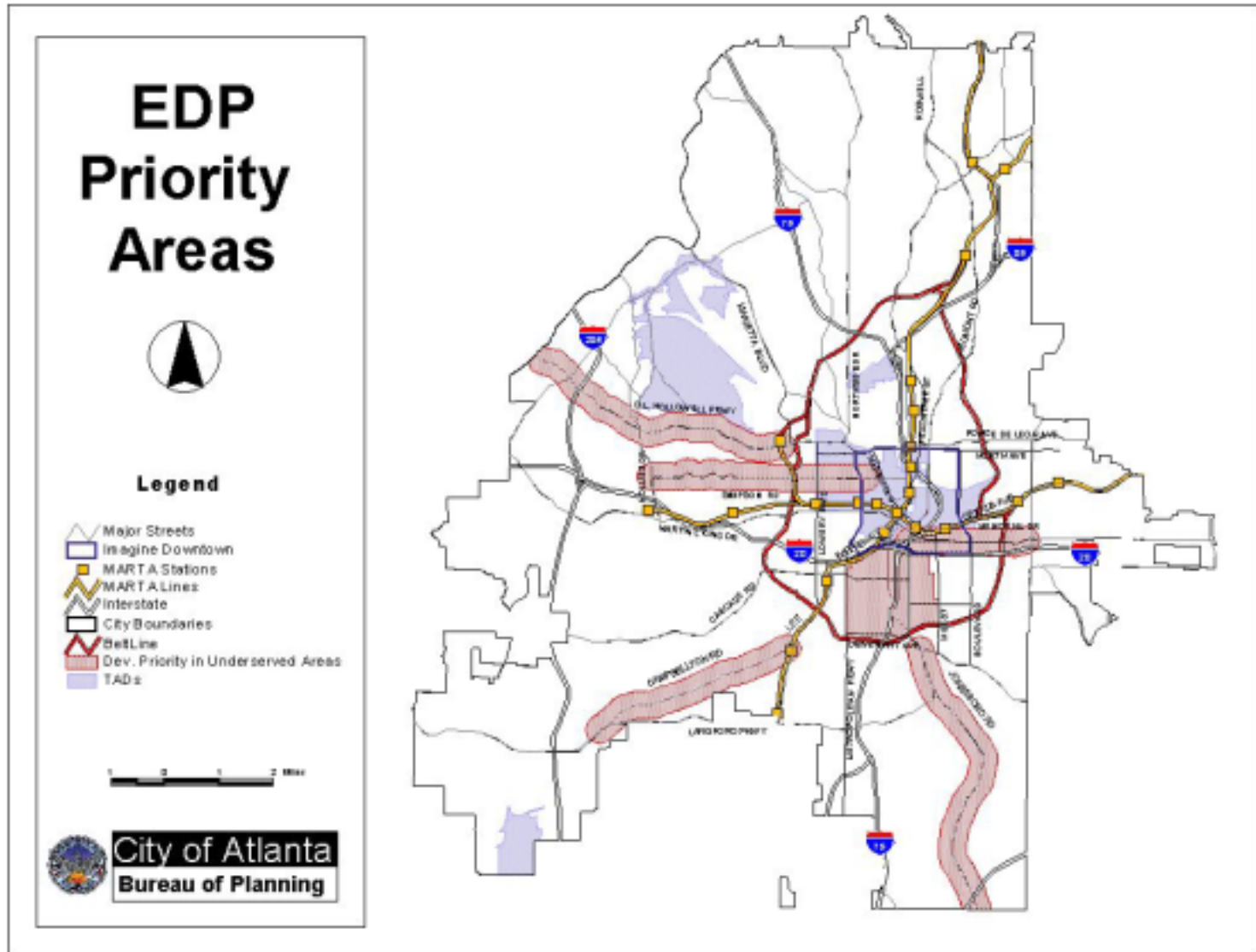
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Types of Activity Nodes

Regional
Community
District
Neighborhood





GENERAL INITIAL OBSERVATIONS STUDY AREA NEIGHBORHOODS

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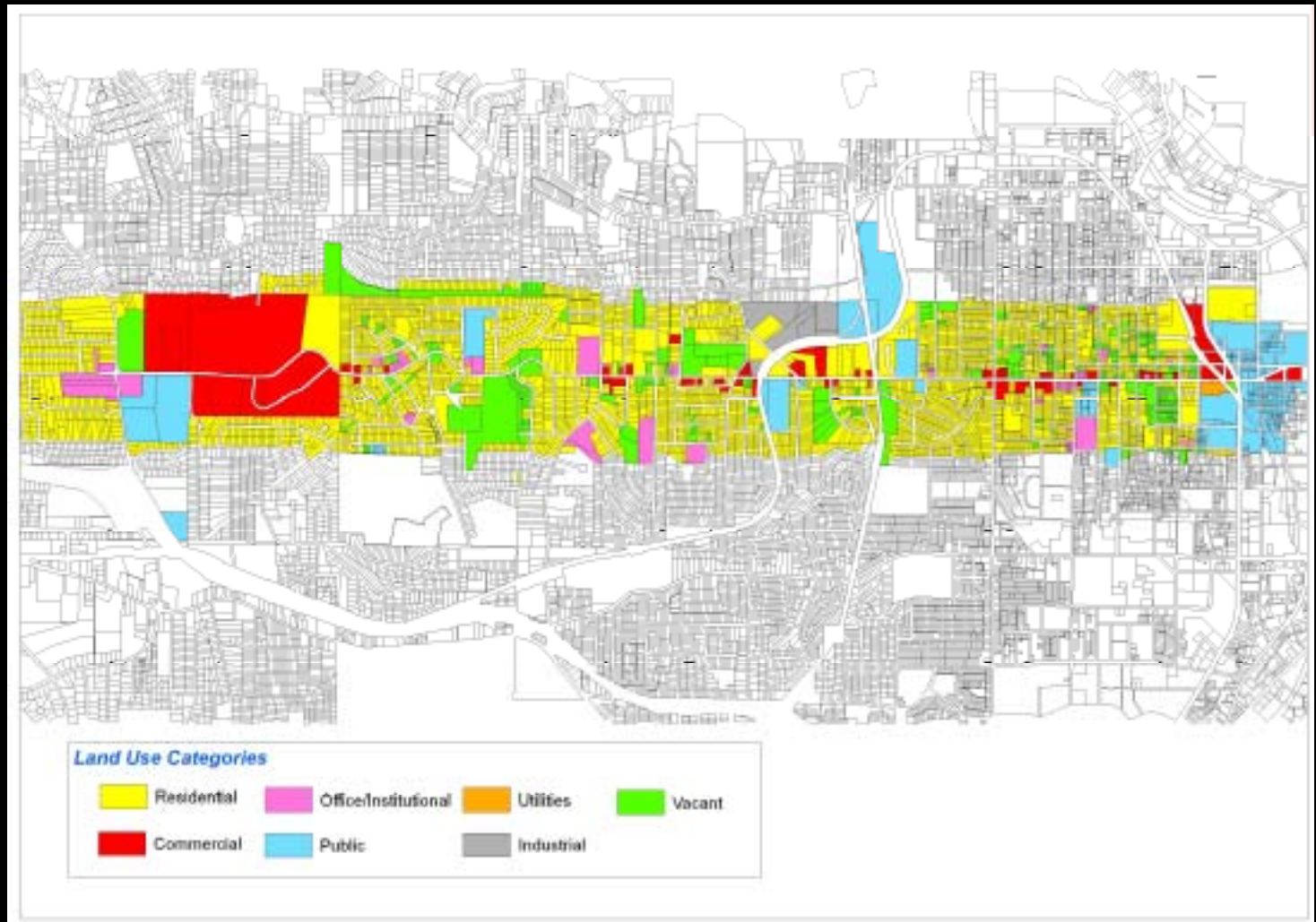
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GENERAL INITIAL OBSERVATIONS STUDY AREA LAND USES



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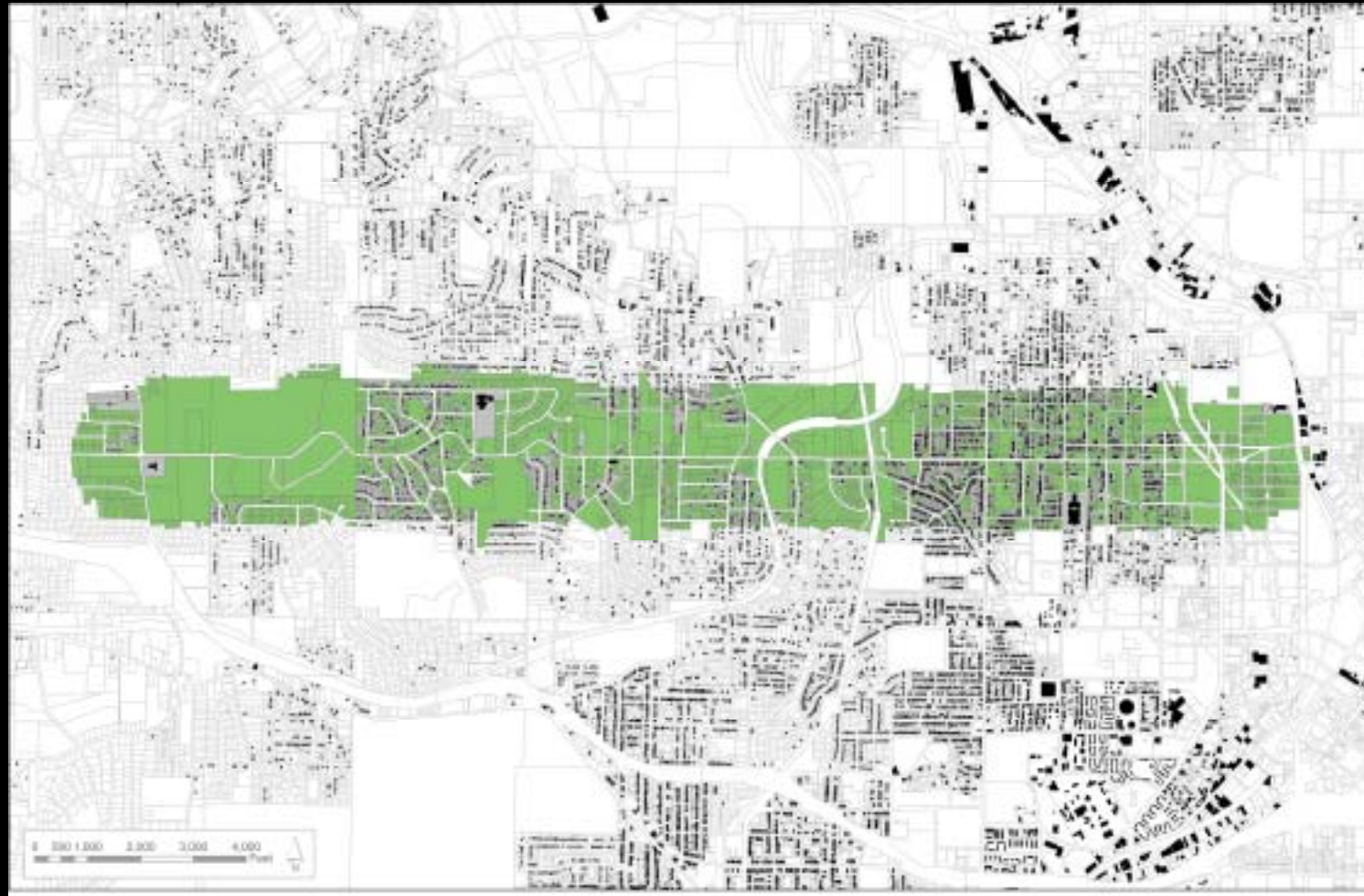
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GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS



Development History: *Before 1950*

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GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS



*Traditional Urbanism
Neighborhood model*

Development History: *Before 1950*

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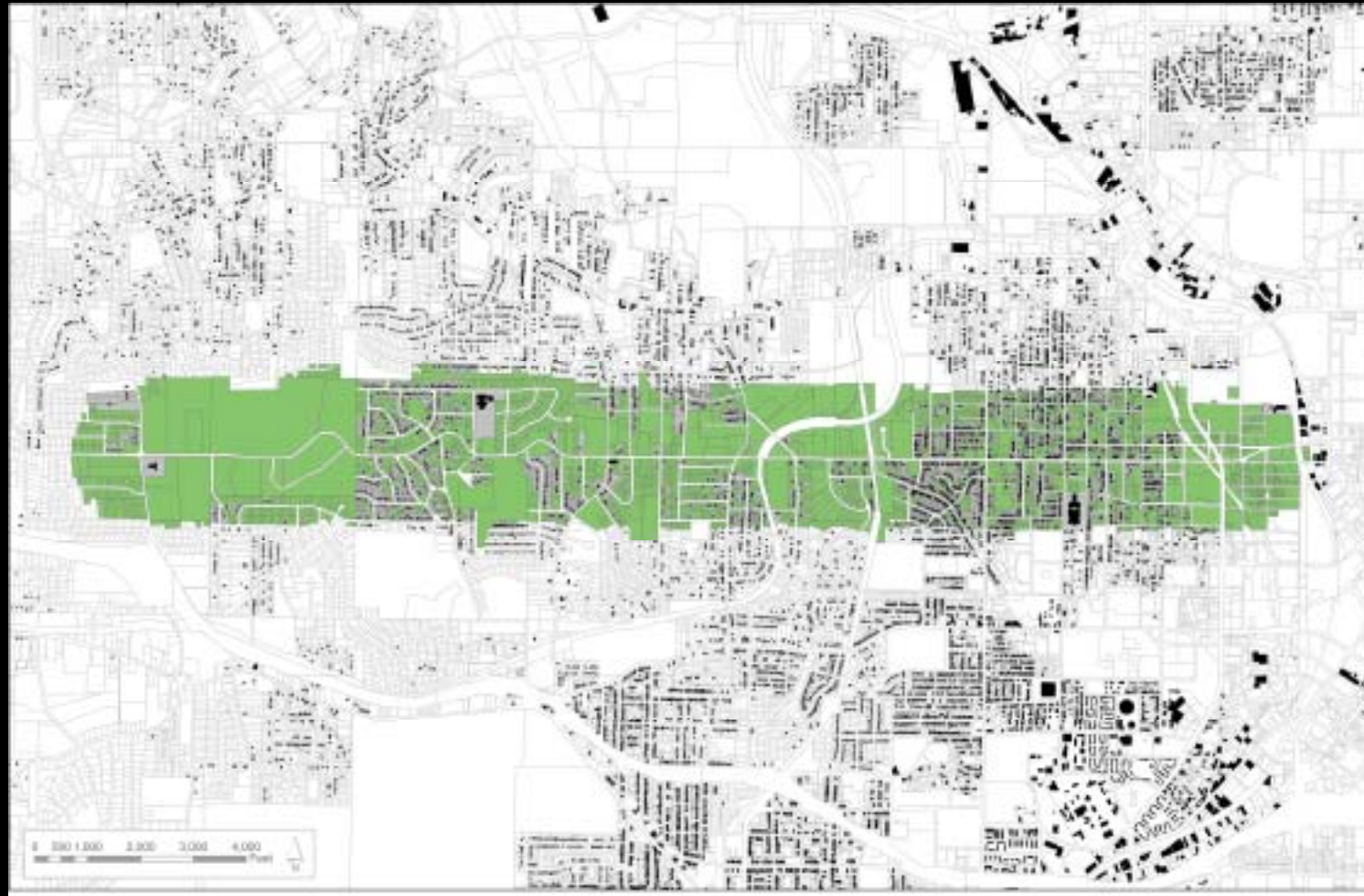
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GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS



Development History: *Before 1950*

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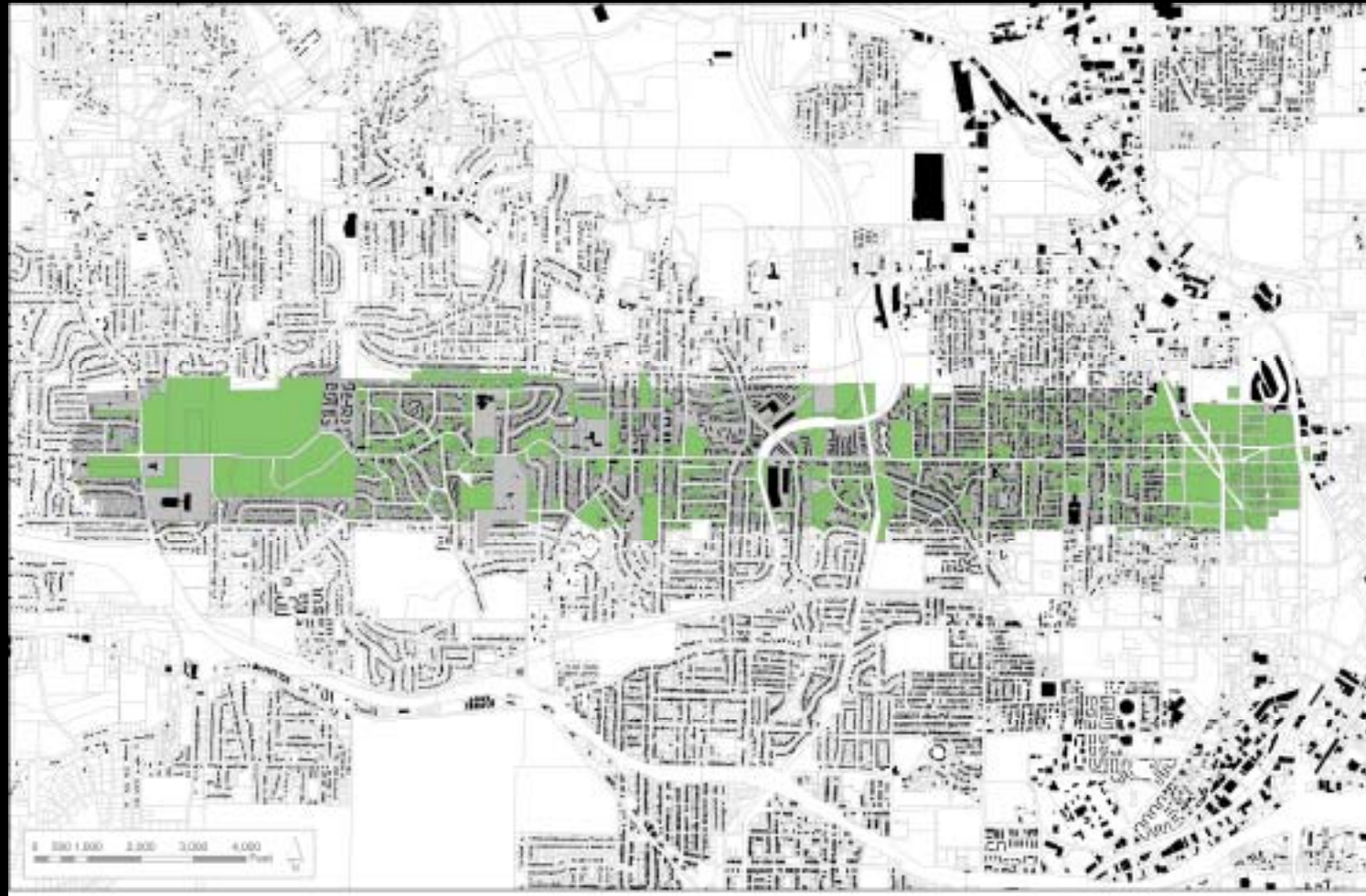
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GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS



Development History: 1951 - 1965

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GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS



*Suburbanization
Auto-Oriented Uses*

Development History: 1951 - 1965

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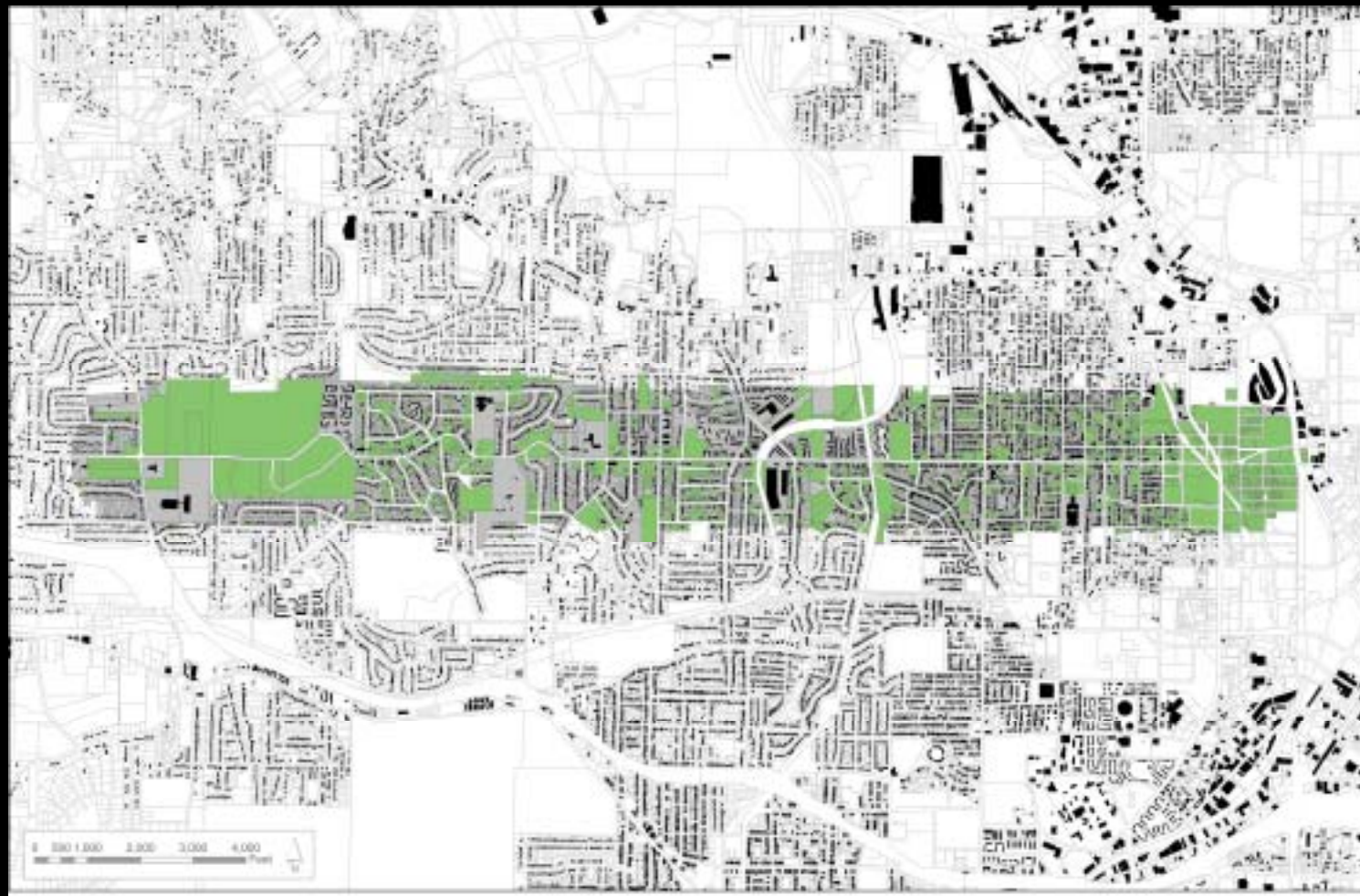
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GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS



Development History: 1951 - 1965

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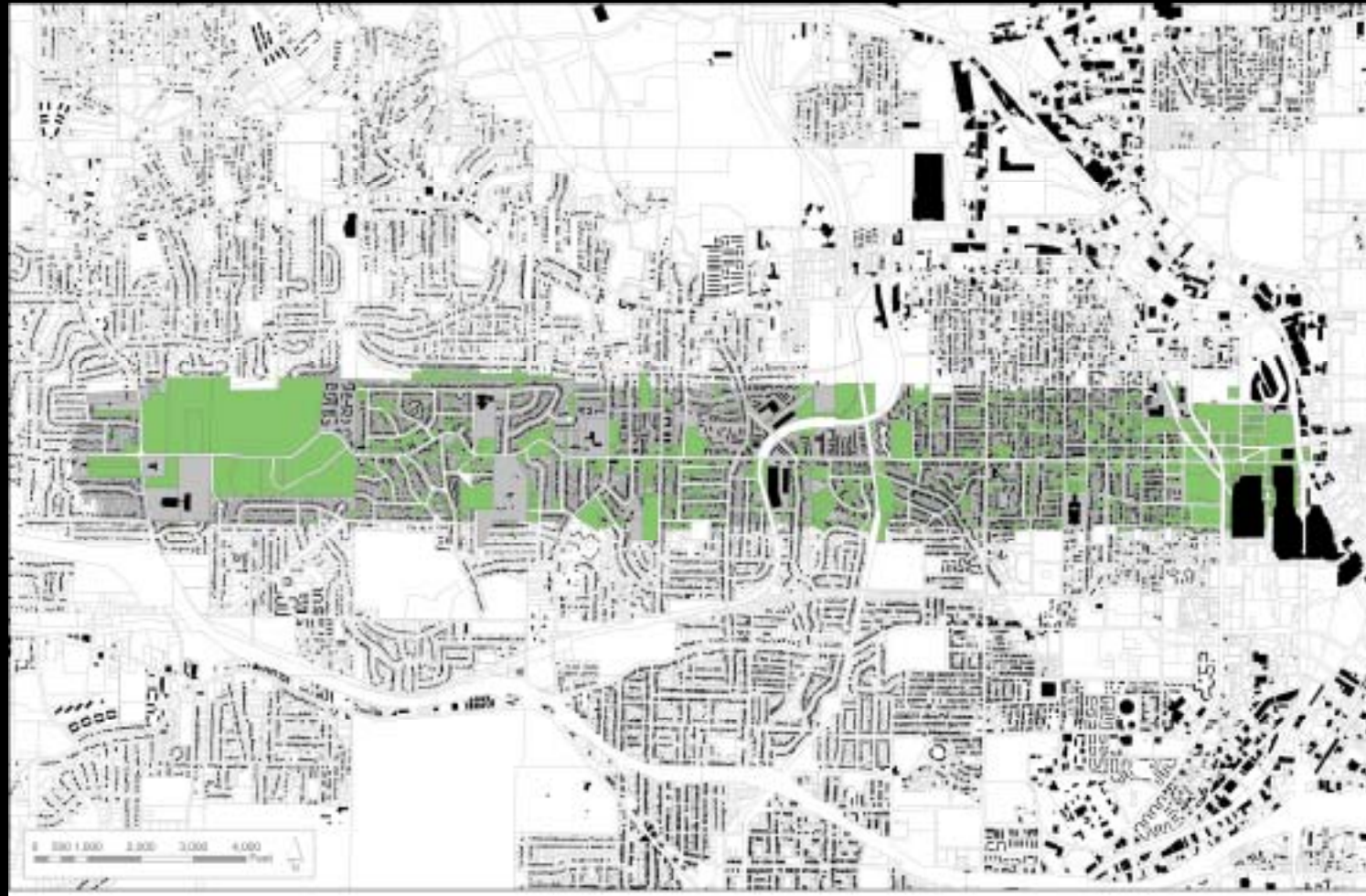
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GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS



Development History: 1966 - 1980

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GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS

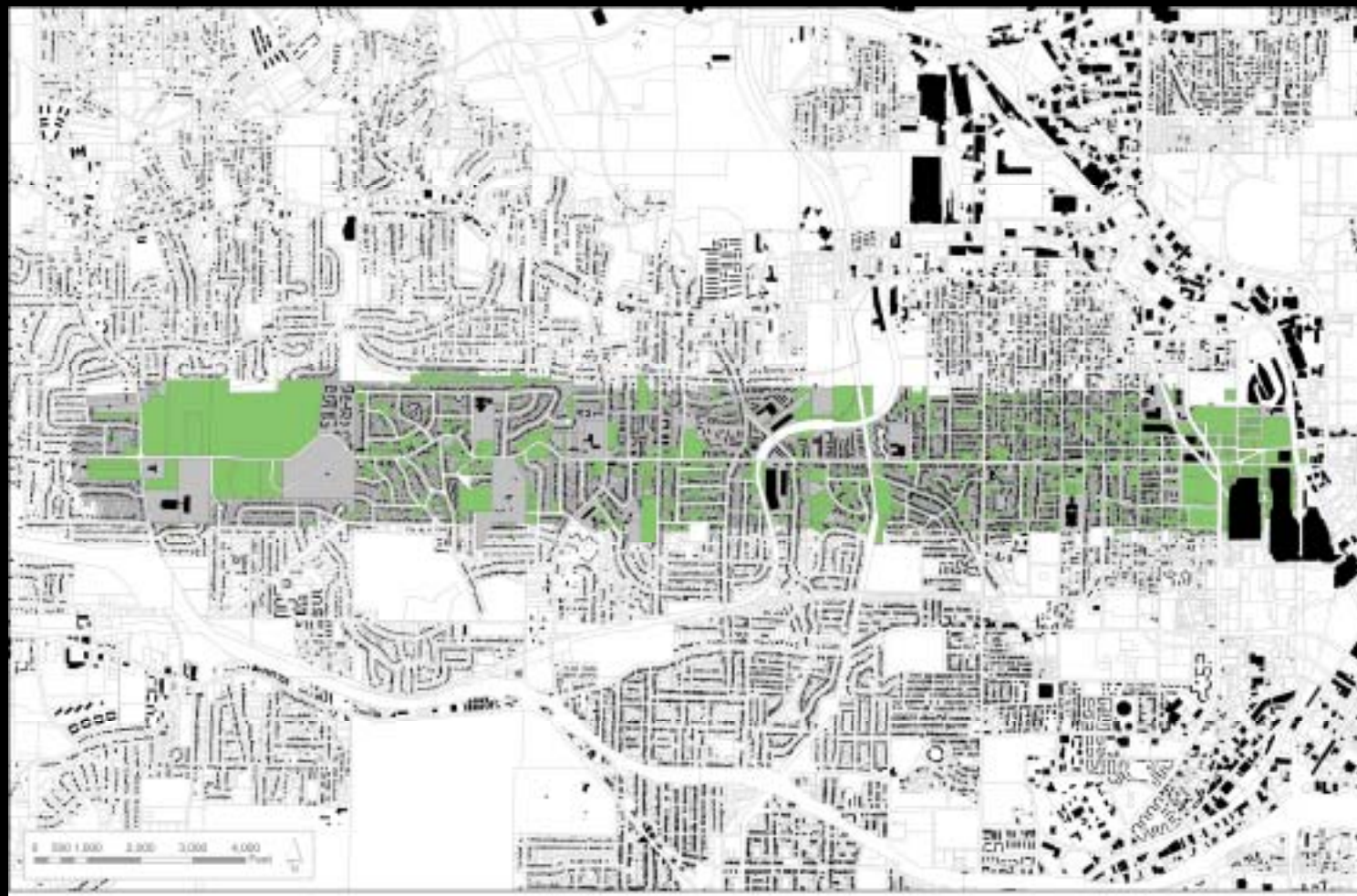
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Development History: 1981 - 2005



GENERAL INITIAL OBSERVATIONS STUDY AREA DEVELOPMENT PATTERNS



New Development

Development History: 1981 - 2005

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GENERAL INITIAL OBSERVATIONS STUDY AREA BUILDING TYPES

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Single Family House



Apartment



Strip Commercial Center



Converted Warehouse



Church



GENERAL INITIAL OBSERVATIONS STUDY AREA HOUSING

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Single Family House



Single Family House



Apartments



GENERAL INITIAL OBSERVATIONS

STUDY AREA ECONOMICS

(Commercial Strip Centers)



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GENERAL INITIAL OBSERVATIONS

STUDY AREA ECONOMICS DEVELOPMENT TOOLS

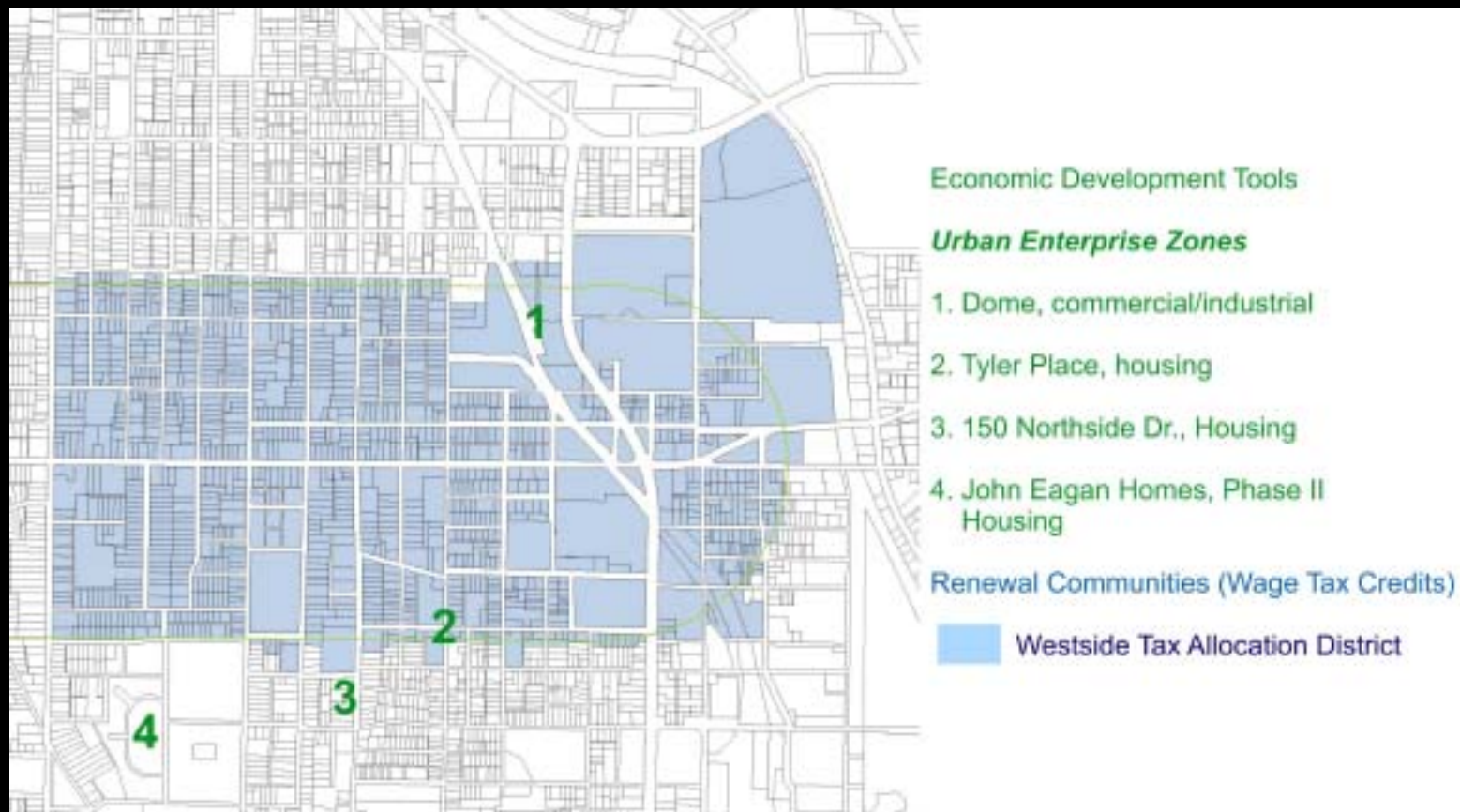
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GENERAL INITIAL OBSERVATIONS STUDY AREA MAJOR ROADS

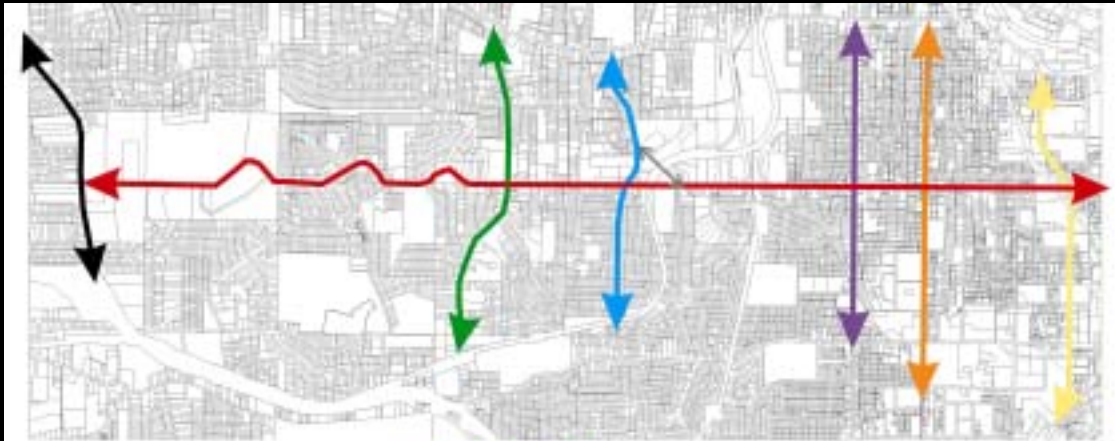
Simpson Road Corridor



Simpson Road Corridor



Simpson Road Corridor



- Hamilton E. Holmes Dr. (Arterial)
- James P. Brawley Dr. (Collector)
- Northside Dr. (Arterial)
- Mayson Turner Rd. (Collector)
- West Lake Ave (Collector)
- Chappell Rd. (Collector)
- Simpson Rd. (Collector)



Simpson Road Corridor



Mayson Turner Rd



GENERAL INITIAL OBSERVATIONS STUDY AREA PUBLIC TRANSPORTATION

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GENERAL INITIAL OBSERVATIONS STUDY AREA PARKS & RECREATION

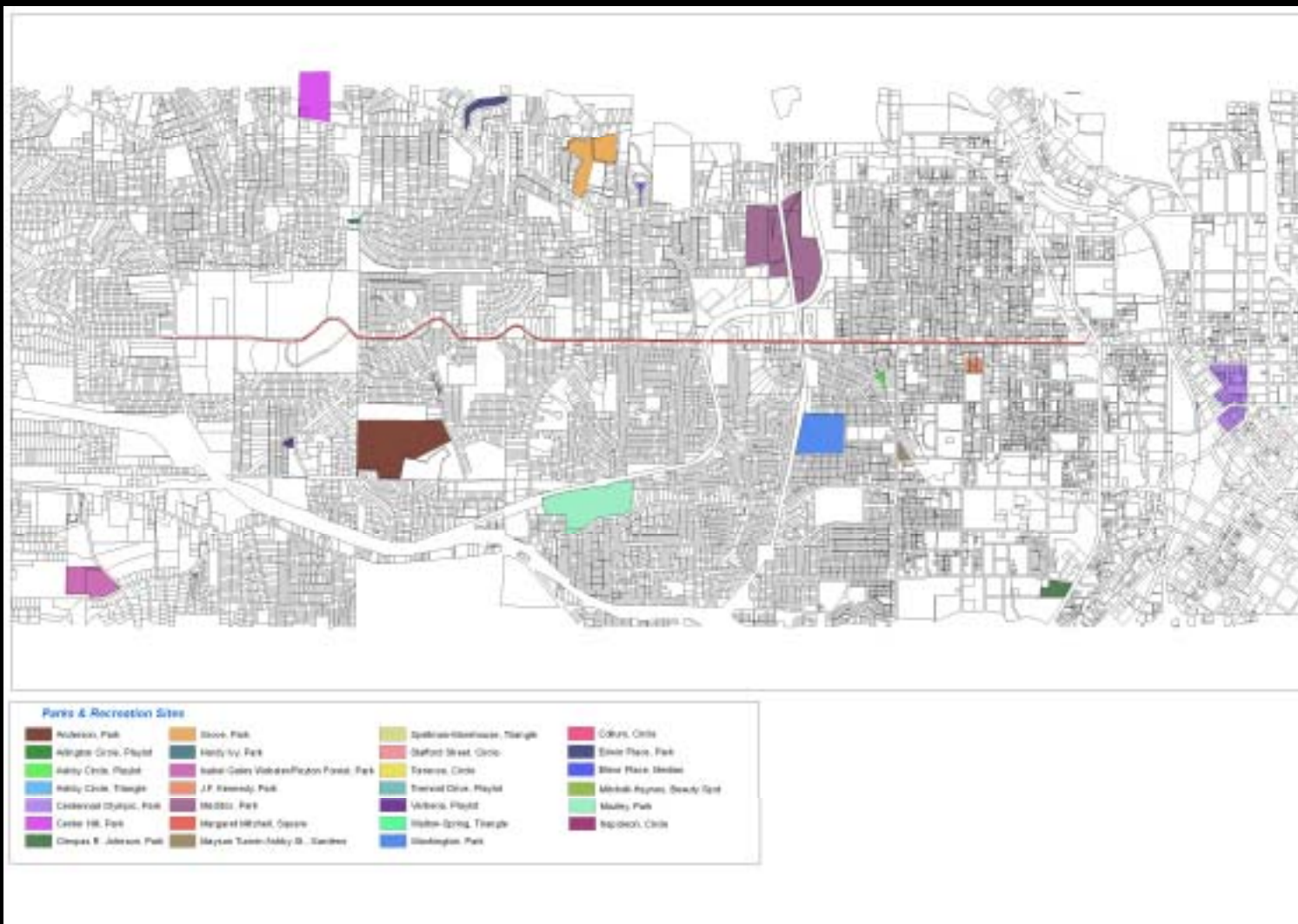
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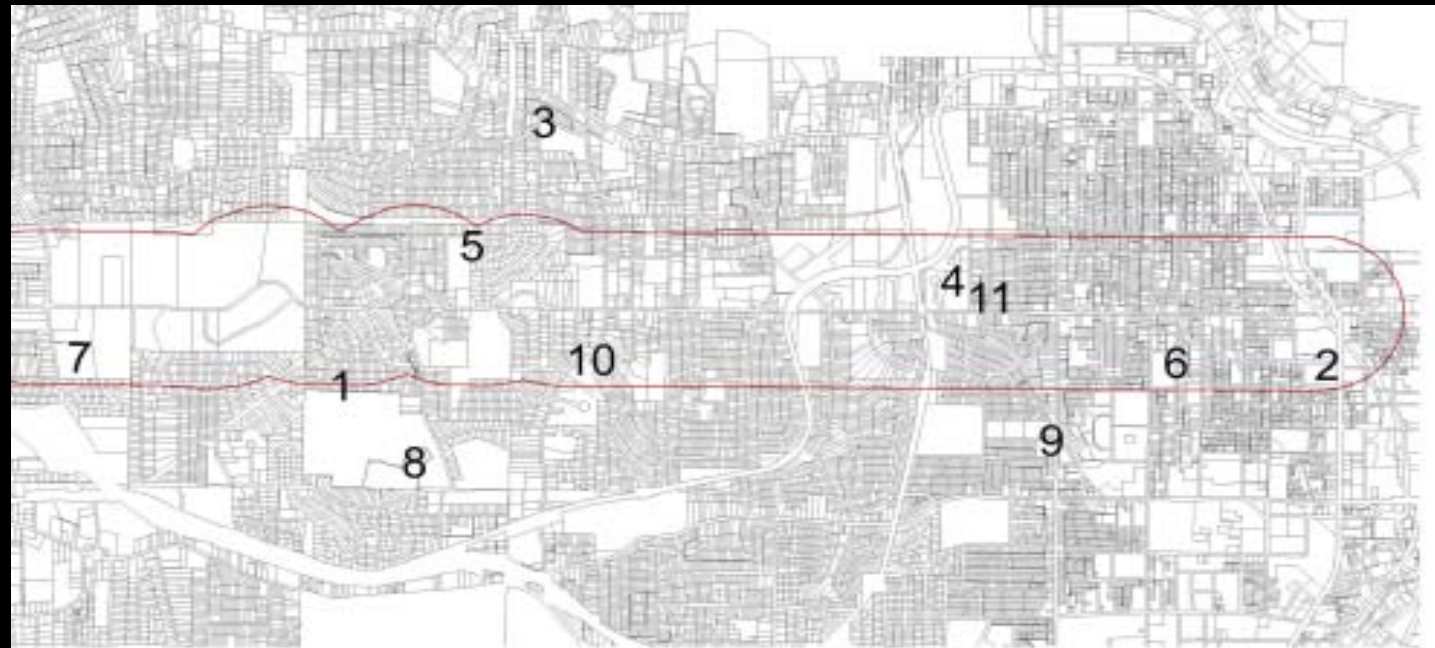
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GENERAL INITIAL OBSERVATIONS STUDY AREA PUBLIC FACILITIES



Public Schools and Fire Station

1. Anderson Park, vacant
2. Bethune, Elementary
3. Grove Park, Elementary
4. Herndon, Elementary

5. Walter White, Elementary
6. Kennedy, Middle
7. Douglas, High
8. Turner, Middle

9. KIPP Way, Charter
10. SIA Tech. Charter
11. Fire Station 16



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GENERAL INITIAL OBSERVATIONS STUDY AREA ZONING DISTRICTS

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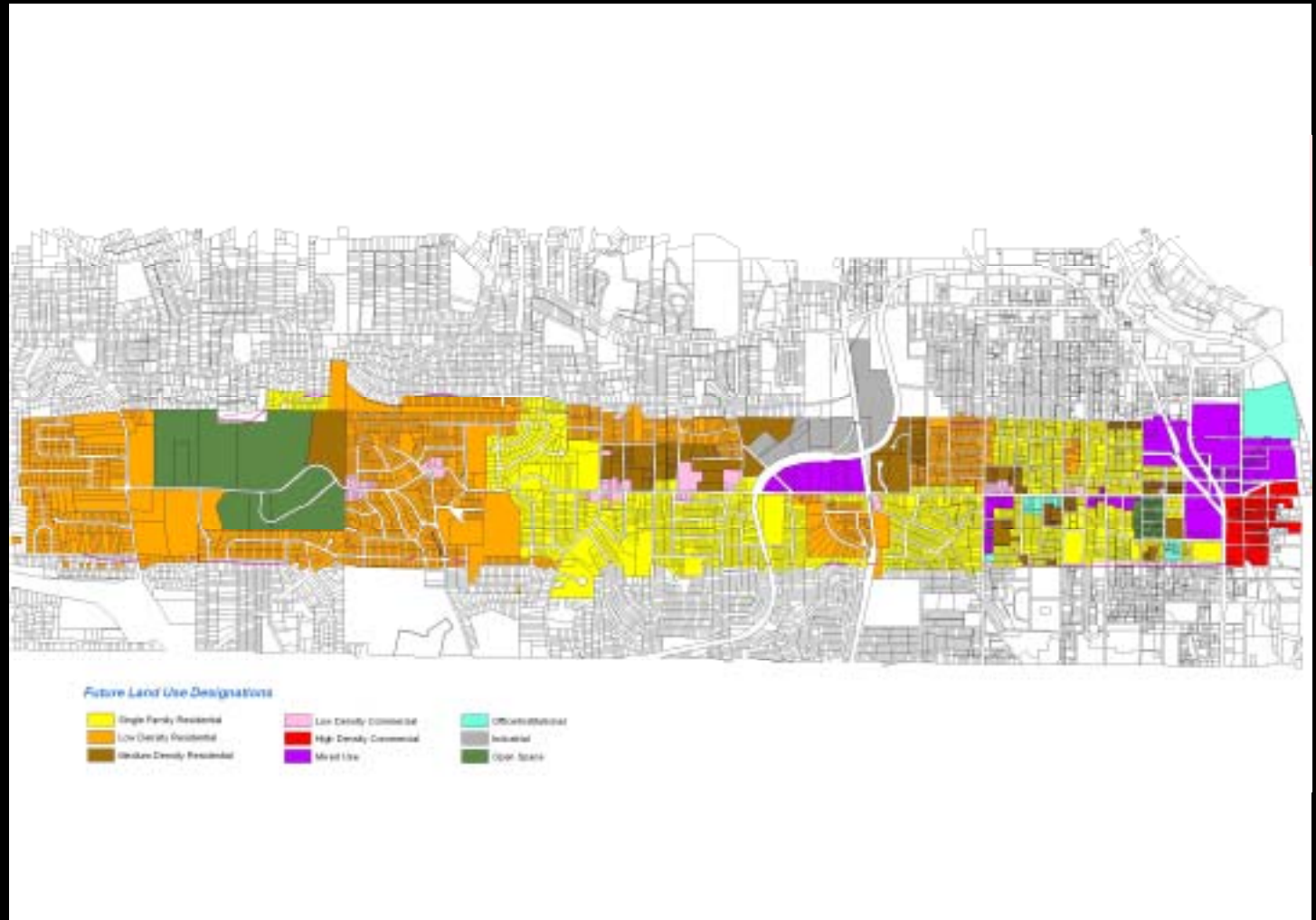
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GENERAL INITIAL OBSERVATIONS

STUDY AREA 15 YEAR LAND USE PLAN



Neighborhood Planning Units I, J, K, L, M 15 Year Future Land Use Plan (2004-19)
Source: City of Atlanta

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GENERAL INITIAL OBSERVATIONS

STUDY AREA FUTURE DEVELOPMENT PLANS



Source: The Beltline Emerald Necklace, The Trust for Public Land

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GENERAL INITIAL ASSESSMENT

Hamilton Holmes to West Lake

Minimum Threat



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- Structural condition of buildings appears good to fair
- Signs of new construction and rehabilitation of existing buildings
- Pedestrian access to convenient retail and personal services are minimal
- Access to open space and recreation are marginal
- Suburban street system appears to provide sufficient mobility and access
- Good access to public transportation
- Walkability is marginal for pedestrians along many streets
- Holmes and Simpson Rd intersection dominated by institutional development



GENERAL INITIAL ASSESSMENT

West Lake to M.A.R.T.A rail

High Threat



- High number of abandon and dilapidated buildings
- Vacant and littered parcels
- Re-adaptive land uses out of corridor character
- Marginal level of quality retail and personal services
- Marginal access to open space and recreation
- Marginal access to public transportation
- Minimum investment in new construction and rehabilitation
- Disconnect of development and a lack of visual continuity along Simpson Rd corridor

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GENERAL INITIAL ASSESSMENT

M.A.R.T.A rail to Northside Dr.

High to Minimum Threat



- Signs of new construction and rehabilitation
- Limited accessibility to commercial and personal services
- Access to downtown and convention amenities
- Stable residential housing stock (need for cosmetic repairs)
- Solid street grid system
- Access to public transportation
- Marginal access to open space and recreation
- Pedestrian friendly walking paths in many neighborhoods
- Lack of a visual character along Simpson Rd.
- Underutilized and vacant buildings along corridor

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Plan is approved by the community and NPUs

- ✓ Adopt the plan (land use & zoning) into the Comprehensive Development Plan
- ✓ Implement the zoning changes following the plan adoption
- ✓ Approve, prioritize and fund the recommended capital improvement projects



Development of Master Plan and Design



Apply for Federal, State, Local and Private Funding



Private and Public Construction under the guidance of Comprehensive Development Plan

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COMMUNITY ROUNDTABLE DISCUSSION & PREFERENCE SURVEY

- COMMUNITY RETAIL & SERVICES
- TRANSPORTATION & TRAFFIC (Streets and sidewalks)
- COMMUNITY APPEARANCE (Urban Design)
- HOUSING
- GENERAL ISSUES (Ex. litter, animal control, neighborhood patrol)

There will be exactly ten (10) minutes for each topic. When you hear the timer ring, please finish your discussion and move to the next topic. There will be plenty of more time to get your comments in the up-coming sessions.

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NEXT STEPS

Task 2.0 Workshop/Charrette

Task 3.0 Presentation of Preliminary Findings

Task 4.0 Presentation of Draft Recommendations

Task 5.0 Final Public Meeting

Should you have any questions please contact:

Ms. Jia Li (404) 330-6961 (Senior Urban Planner/Project Manager)

For more information please visit the city's website:

www.atlantagov.org/simpson.aspx

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